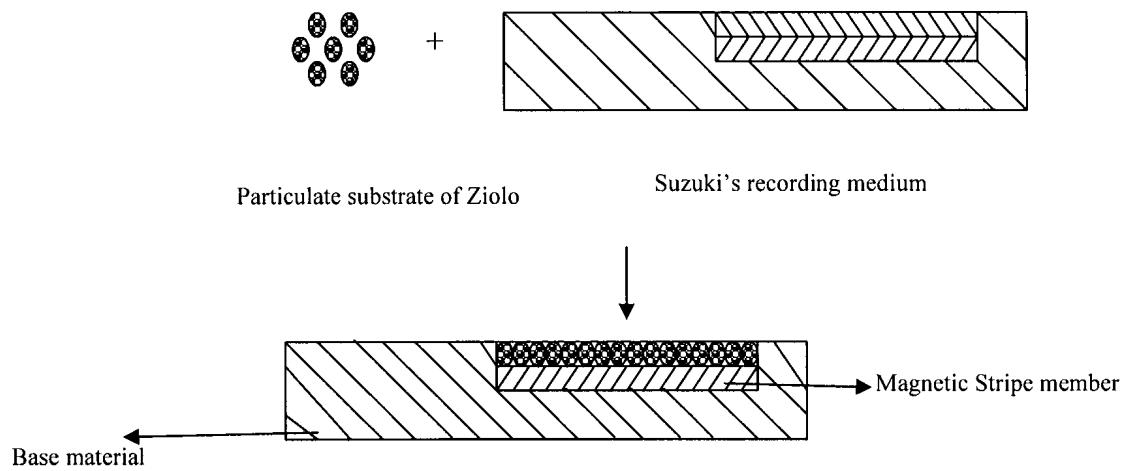
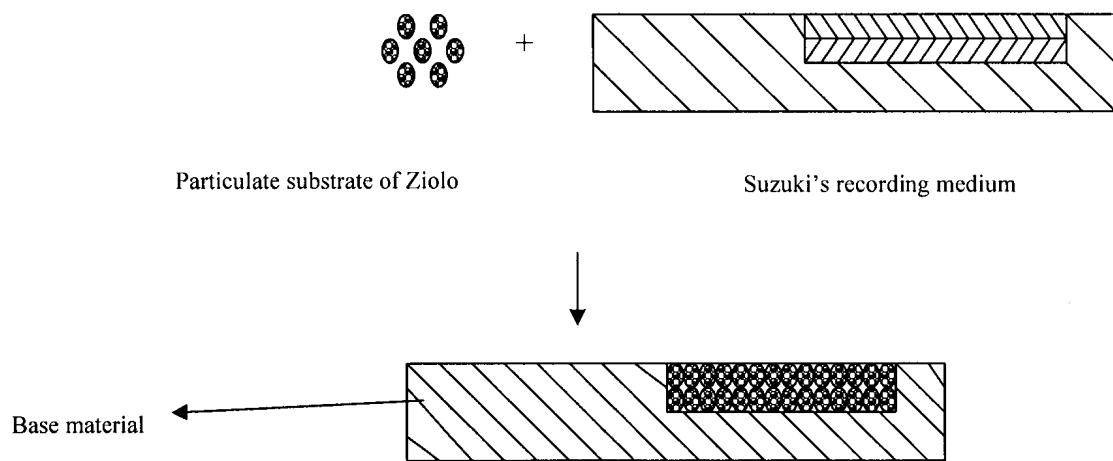


First, if the alleged motivation were indeed to exist, the skilled artisan would arrive at a magnetic recording medium as taught by Suzuki in which Ziolo's particulate substrates (that have coated or impregnated magnetic material) are formed into a magnetic stripe member and embedded into a groove formed on a base material. For example, see the illustration below.



Alternatively, one of skill in the art would combine the teachings of Ziolo and Suzuki to arrive at a recording medium in which Ziolo's particulate substrates (that are coated or impregnated with magnetic material) are used to fill the groove of Suzuki's magnetic cards. For example, see the illustration below.



However, neither one of these combinations can be equated to a tag that comprises a host material having a disordered plurality of pores in which the host material is at least substantially non-magnetic and wherein at least some of the disordered plurality of pores of the host material have been filled with a magnetic material as in the pending claims of the present invention. Therefore, even if motivation were to indeed exist as alleged by the Office, the resulting combination fails to arrive at a tag as required by the pending claims. As such, neither reference, alone or in combination, provides any evidence that such a combination would have been at all predictable.

Therefore, Applicants submit that one of ordinary skill in the art would not find it obvious to combine the teachings of Suzuki and Ziolo to arrive at a tag as claimed in the present invention.

The Applicant further contend that Ziolo's substrates are particulate and used in mixtures with toner particles to develop electrostatic latent images. This in no way provides any motivation to a person skilled in the art to use the substrate particles having coated or impregnated magnetic material as tags for identifying an object of the present invention. In view of the above observation, the Applicants contend that Suzuki and Ziolo fail to provide motivation to one of ordinary skill in the art to arrive at the present invention.

Thus, for these reasons as well as those provided in the Response to Office Action dated September 17, 2008, Applicants submit that the Office has failed to establish a *prima facie* case of obviousness and request that this rejection be withdrawn.

Applicants additionally enclose copies of Exhibits A and B as referred to in the September 17, 2008 response.

Applicants respectfully request entry of this Supplemental Communication into the file. On the basis of the foregoing remarks, Applicants respectfully submit that the pending claims are in condition for allowance.

Should any question or issue arise concerning this application, the Examiner is encouraged to contact the undersigned at the telephone number below.

No fees are believed to be necessary in connection with this filing, but should any fees be due, the Commissioner is authorized to charge same, or credit any overpayment to Deposit Account No. 18-0580, Reference No. 79030-001.

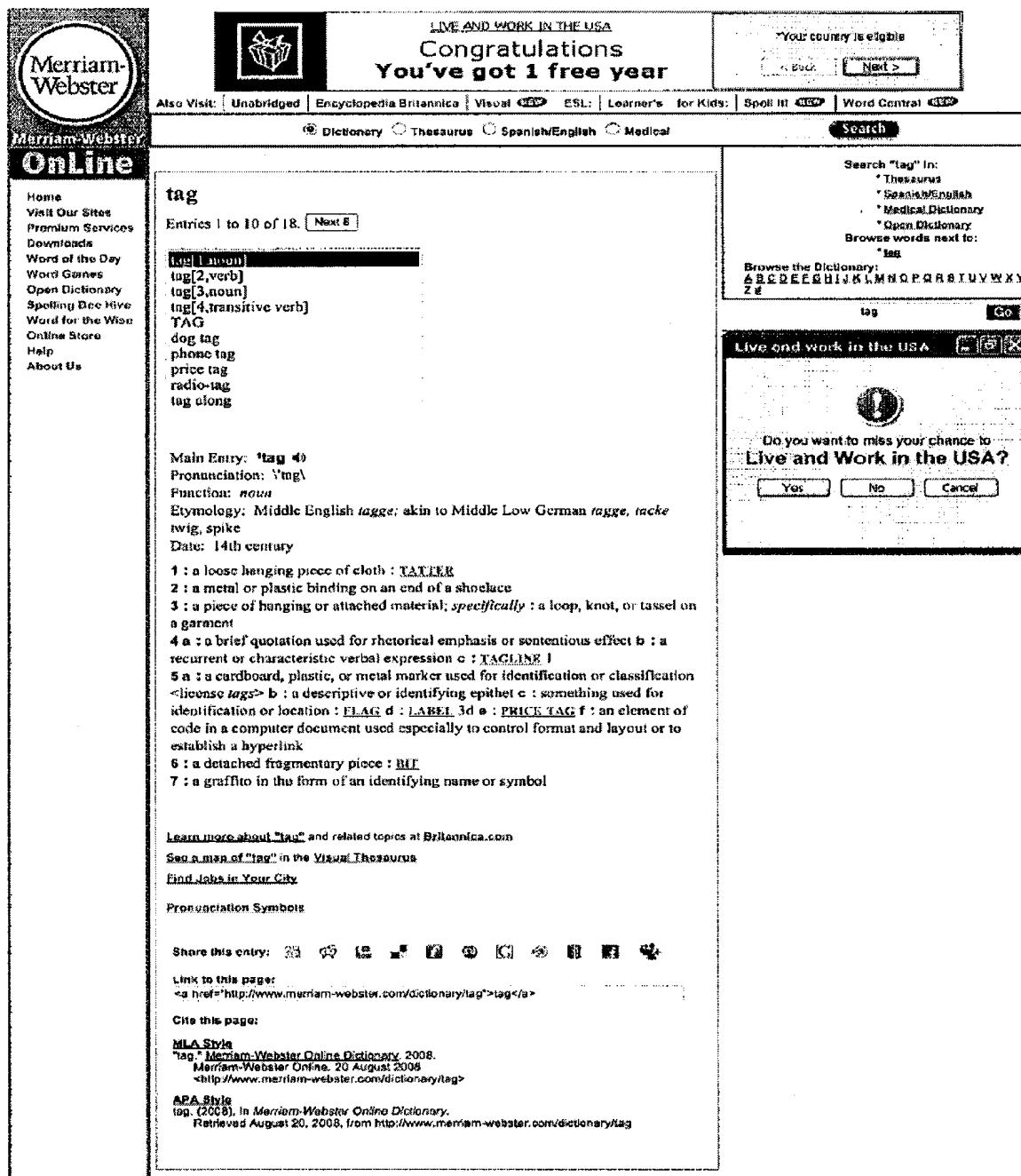
Respectfully submitted,

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## EXHIBIT A

tag - Definition from the Merriam-Webster Online Dictionary

Page 1 of 2



The screenshot shows the Merriam-Webster Online Dictionary homepage. At the top, there is a banner for 'LIVE AND WORK IN THE USA' with a 'Congratulations You've got 1 free year' message. Below the banner, there are links to 'Unabridged', 'Encyclopedia Britannica', 'Visual', 'ESL', 'Learner's', 'for Kids', 'Spell It', 'Word Central', and a 'Search' bar. The main content area is for the word 'tag'. It shows 1 to 10 of 18 entries. The first entry is 'tag [noun]'. The main entry definition is: 'tag 1 a loose hanging piece of cloth : TATTER 2 a metal or plastic binding on an end of a shoelace 3 a piece of hanging or attached material; specifically : a loop, knot, or tassel on a garment 4 a brief quotation used for rhetorical emphasis or contentious effect b a recurrent or characteristic verbal expression c TAGLINE 5 a a cardboard, plastic, or metal marker used for identification or classification <license tags> b a descriptive or identifying epithet c something used for identification or location : FLAG d LABEL 3d e PRICE TAG f an element of code in a computer document used especially to control format and layout or to establish a hyperlink 6 a detached fragmentary piece : BIT 7 a graffiti in the form of an identifying name or symbol'. Below the definition, there are links to 'Learn more about "tag" and related topics at Britannica.com', 'See a map of "tag" in the Visual Thesaurus', 'Find jobs in Your City', and 'Pronunciation Symbols'. At the bottom, there are links for 'Share this entry', 'Link to this page' (with the URL <http://www.merriam-webster.com/dictionary/tag>), and 'Cite this page'. The right side of the page has a sidebar with a search for 'tag' and a link to 'Browse the Dictionary'.

<http://www.merriam-webster.com/dictionary/tag>

8/20/2008

EXHIBT B

**Webster's  
Encyclopedic  
Unabridged  
Dictionary  
of the English Language**

**PORLAND HOUSE**

**ACKNOWLEDGMENTS AND PERMISSIONS**

The "A dictionary of the English Language" section of this *Webster's Encyclopedic Unabridged Dictionary* is based on the first edition of *The Random House Dictionary of the English Language, the Unabridged Edition*, copyright © 1983.

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